

**2007 through certain 2010 Model Year [model]
Potential Floor Mat Interference with Accelerator Pedal
Safety Recall Campaign - 90_**

[VIN]

Dear Toyota Owner:

This notice is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Toyota has decided that a defect which relates to motor vehicle safety exists in certain 200_ through certain 200_ model year [name of model] vehicles. The defect is the potential for an unsecured or incompatible driver's floor mat to interfere with the accelerator pedal and cause it to get stuck in the wide open position. Toyota has determined that this defect does not exist in vehicles in which the driver side floor mat is compatible with the vehicle and properly secured.

Toyota is currently developing a campaign remedy and will notify you when it is ready. In the meantime, we are providing important information regarding the issue and steps you may take in the interim.

What is the risk?

A stuck open accelerator pedal may result in very high vehicle speeds and make it difficult to stop the vehicle, which could cause a crash, serious injury or death.

What will Toyota do?

We will notify you again as soon as a campaign remedy is available for your vehicle.

What should you do?

We request that you take out **any removable** driver's floor mat and NOT replace it with any other floor mat until the campaign remedy is ready and implemented on your vehicle.

In the event you choose not to take out your removable floor mat, Toyota strongly recommends that you ensure that the correct floor mat is being used, that it is properly installed and secured, that it is not flipped over with the bottom-side up, and that one floor mat is not stacked over another. Information on proper floor mat installation for your vehicle is enclosed with this notification. Please visit <http://www.toyota.com> for information on other models.

What should you do if you experience accelerator pedal interference?

Should the vehicle continue to accelerate rapidly after releasing the accelerator pedal, this could be an indication of floor mat interference. If this occurs, Toyota recommends you take the following actions:

First, if it is possible and safe to do so, pull back the floor mat and dislodge it from the accelerator pedal; then pull over and stop the vehicle.

If the floor mat cannot be dislodged, then firmly and steadily step on the brake pedal with both feet. Do NOT pump the brake pedal repeatedly as this will increase the effort required to slow the vehicle.

Shift the transmission gear selector to the Neutral (N) position and use the brakes to make a controlled stop at the side of the road and turn off the engine.

If unable to put the vehicle in Neutral, turn the engine OFF, or to ACC. This will not cause loss of steering or braking control, but the power assist to these systems will be lost.

-If the vehicle is equipped with an Engine Start/Stop button, firmly and steadily push the button for at least three seconds to turn off the engine. Do NOT tap the Engine Start/Stop button.

-If the vehicle is equipped with a conventional key-ignition, turn the ignition key to the ACC position to turn off the engine. Do NOT remove the key from the ignition as this will lock the steering wheel.

What if you have other questions?

Please visit <http://www.toyota.com> for further information. Your local Toyota dealer will be more than happy to answer any of your questions as well. If you require further assistance, you may contact the Toyota Customer Experience Center at 1-888-270-9371 Monday through Friday, 5:00 am to 6:00 pm, Saturday 7:00 am through 4:00 pm Pacific Time.

Toyota will advise you in a separate letter when a campaign remedy is available for your vehicle. After you receive that separate letter, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue, S.E., Washington, D.C. 20590; or call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153) or go to <http://www.safercar.gov>, if you believe that Toyota has failed or is unable to provide a remedy without charge or within a reasonable time after the earliest date we advise you in writing that a campaign remedy is available for your vehicle.

If you are a vehicle lessor, Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the vehicle lessee within ten days.

We have sent this notice in the interest of your continued satisfaction with our products.

Sincerely,
TOYOTA MOTOR SALES, U.S.A., INC.

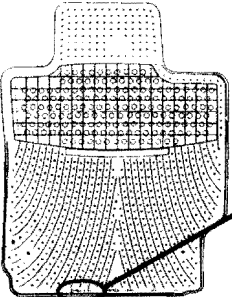
STOP**Read these important Warnings BEFORE installing ANY type of Floor Mat.****A. General Floor Mat Warnings**

- Only install floor mats designed specifically for that model and model year. Check for correct model name and part number on the packaging label to confirm vehicle application.
 - Never install a floor mat if you are uncertain of the model application.
 - Never install the floor mat upside down or turned over for any reason.
 - Only install the driver's floor mat in the driver's foot area.
- Always properly secure the driver's floor mat using the retaining hooks (clips) supplied in the bag with the floor mats (in the case of Lexus with the carpet floor mats). Follow the floor mat retention clip installation instruction supplied with the clips. If the mat is properly secured and you have confirmed vehicle applicability, it will not interfere with the accelerator pedal.
- Never install the front driver's floor mat without all retaining hooks (clips) securing the mat firmly in place.
- The retaining hooks (clips) are designed to accommodate only one floor mat at a time.
 - Do not install another floor mat(s) on top of an existing driver's floor mat.
- After installation, always check the operation of the accelerator, brake and clutch (if applicable) pedals to assure the floor mat does not interfere with them.
- Carefully read the warning tag attached to the driver's floor mat regarding installation.

B. Floor Mat Inspection Instructions and Application Information

- Before placing a floor mat in a vehicle be familiar with the procedure outlined below.**
 - Identify the correct driver's floor mat for the specific vehicle application.
 - Correctly install the driver's floor mat.
- Regularly verify the correct floor mat is securely installed in the appropriate model using the retaining hooks (clips).

NOTE: Use the Application Information Chart provided or the Accessory Parts Catalog to verify mat-to-vehicle application.

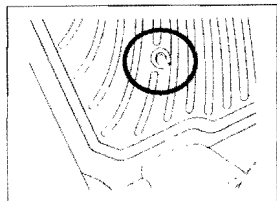


PT908-0307F

Driver's floor mat part number is located on the bottom of the back side of the mat.

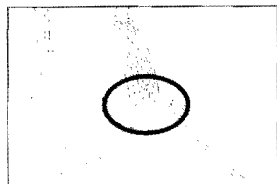
(Sample of Application Information Chart)

Model								Mat Description		Part Number
	2003	2004	2005	2006	2007	2008	2009	2010	Color	Piece Set No.
Camry	x	x	x	x					Oak	4 pc set
Camry (Front Mats)					x	x			Black	1 pc
Camry (Front Mats)					x	x			Brown	1 pc
Camry					x				Black	4 pc set
Camry					x				Brown	4 pc set



- Make sure the driver's floor mat is properly secured by the retaining hooks (clips). Confirm that the retaining hooks (clips) are secured into the grommet holes in the vehicle's floor (carpet).

Warning: Do not stack the floor mats in any vehicle. The retaining hooks (clips) are designed to accommodate only one floor mat at a time.



- Check the following pedal operation (fully depress the pedal) to assure the floor mat does not interfere with it. Make sure the vehicle is turned off and in the "Park" position when testing:
 - Accelerator Pedal
 - Brake Pedal
 - Clutch Pedal (if equipped)
- Verify the driver's floor mat involved in SSC 70F & 7LB has been removed from your vehicle

DO NOT USE THESE MATS

SSC 70F Part Number:

PT908-32070-02 (Blk)

PT908-32070-14 (Brn)

SSC 7LB Part Number:

PT908-33070-02 **OR** PT908-33071-02 (Blk)PT908-33070-11 **OR** PT908-33071-11 (Gr)PT908-33070-14 **OR** PT908-33071-14 (Brn)